



CITY OF HAYWARD

AGENDA REPORT

AGENDA DATE 11/16/99
AGENDA ITEM _____
WORK SESSION ITEM WS 3

TO: Mayor and City Council

FROM: Director of Community and Economic Development

SUBJECT: Consideration of Boundaries for a Proposed Redevelopment Survey Area

RECOMMENDATION:

It is recommended that the City Council review and comment on this report.

BACKGROUND:

As part of the budget process, the Council approved undertaking a review of the potential for including the entire length of the Mission-Foothill Boulevard corridor, extending from the northern to the southern City limits, in a redevelopment project area. Redevelopment funds were included in the current fiscal year budget to undertake the necessary planning and document preparation to consider such an expansion of the Redevelopment effort. Staff has begun to assemble some of the data for this process, and is prepared to issue a Request for Proposals to consulting firms to assist with the plan adoption process.

DISCUSSION:

The proposed expansion of the Redevelopment effort is a major undertaking, which will take approximately one and one-half to two years to complete. First, a Survey Area must be adopted in order to start the process. As with the Plan Amendment that was recently completed, a Feasibility Report would then be prepared to provide an initial assessment of the "blighting factors" and financial feasibility of pursuing such an expansion. If the analysis shows that the area will qualify, a Preliminary Plan would be written and presented to the Planning Commission and City Council. Other documents that would need to be prepared and circulated include a Report on the Plan which documents blighting conditions, projects the tax increment over the life of the Plan as well as pass through revenues to other taxing entities, and outlines the activities that could be undertaken. In addition, an Environmental Impact Report (EIR) on the proposed Plan would be prepared. A new citizens' Project Area Committee may be formed - or the existing Committee amended - and there would be extensive public input at community meetings. The documents would also be distributed for review by affected public agencies, including the school district and the County. The final step would be for the City Council to adopt the Plan Amendment or new Project Area at a public hearing.

The area to be included in the Survey Area lies generally along the Mission Boulevard and Foothill Boulevard corridors, from the proposed City limit at Mattox Road to the southern City boundary at Tamarack, excluding those portions of Mission and Foothill that currently lie within the existing Redevelopment Area. The proposed boundary of the Survey Area may appear overly broad. However, experts in this field advise that it is prudent to do this in the early planning stages because it is easy to cut back on the area if the blight analysis warrants it, but very difficult to add area once the process has begun.

Project Area Objectives:

A primary redevelopment objective for the Mission-Foothill Boulevard Corridor is to encourage and accommodate transit-oriented development. The Corridor has historically been a major thoroughfare for vehicular traffic, often serving as an alternative route when local freeways and other state routes become overburdened. This has resulted in exceedingly high traffic volumes and congestion throughout the day. Development along the corridor has focused on auto-oriented commercial uses, such as fast food outlets, auto-oriented strip shopping centers, and older deteriorating residential units – many of which have been converted to a variety of service uses. By creating a redevelopment area, it is possible to focus on creating higher density housing nodes near pedestrian-oriented commercial development. Typically, increased residential densities provide demand and support for improved transit services. In particular, significant opportunity exists around the South Hayward BART Station for transit-oriented residential and commercial development. There has long been a recognized need for high quality, neighborhood-serving retail development at major intersections along Mission Boulevard. There is also a need for rehabilitation of older housing units near the South Hayward BART Station.

Another major objective of redevelopment would be to increase the viability of Mission Boulevard automobile dealerships and related businesses. The parcel sizes, configurations and physical plant of the dealerships reflects 1950's and 1960's era auto retailing and service. The dealers are often spaced at distances that require consumers to drive up and down the six-mile length of the Mission Boulevard Corridor to view the various automobile makes and models they may wish to consider purchasing. Opportunities for expansion are limited and retention of the major dealers is a concern to the City of Hayward. New and used car dealerships contribute a substantial amount of sales tax to the revenue base of the City that is used for basic services to residents.

Finally, redesign of the street frontage with improved lighting, landscaping, and signalization will result in a safer, more attractive corridor, and encourage reduced traffic speeds. Consistent design treatment in landscaping and street furniture, as well as the creation of landscaped "gateway" areas will help to signal entry into the City of Hayward, unify the Corridor and delineate various sub-areas along the Corridor. Mass transit can utilize the corridor to create a convenient and reliable link between the residential and commercial uses adjoining Mission and Foothill Boulevards and the two Hayward BART Stations, as well as Hayward's central business district and the campus of California State University, Hayward.

CONCLUSION:

The designation of a Survey Area is the first step of the proposed Redevelopment expansion process. It is an important step because the final project area must be contained within the boundaries of the Survey Area. However, the designation of a Survey Area by itself does not have any impact on the properties within the Survey Area. It is anticipated that the City Council will be requested to consider adoption of the Survey Area by late January. At the same meeting, staff will propose the approval of a consulting team and contract to assist with the preparation of the various plan documents. Subsequently, the consultants will prepare an initial Feasibility Report on the proposed Redevelopment Area, as outlined above. In accordance with Section 15262 of the State CEQA Guidelines, establishment of this Survey Area is a planning study that is exempt from CEQA.

Prepared by:

for Sylvia Ehrenthal
Maret Bartlett, Redevelopment Director

Recommended by:

Sylvia Ehrenthal
Sylvia Ehrenthal, Director of Community and Economic Development

Approved by:

Jesús Armas
Jesús Armas, City Manager

Attachments: Exhibit A – Map of Proposed Survey Area

EXHIBIT A

